



Master Plan *and* Design Manual

Revised December 2009



City of Carlsbad

Carlsbad Village Master Plan and Design Manual

Preface

This document has been prepared to serve a variety of purposes. First, the Village Master Plan and Design Manual is the City of Carlsbad's Official Statement of design, zoning and land use, and long-range strategy policy for the Village. Second, the Village Master Plan and Design Manual, together with the implementing ordinances and Manual of Policies and Procedures serve as the local Coastal Program/Plan for the Carlsbad Village Area segment of the Carlsbad Coastal Zone pursuant to requirements of the California Coastal Act.

The Village Master Plan and Design Manual sets forth the zoning and allowed land uses for the Village, which is a special review area. It also sets forth the standards and criteria by which development shall proceed in the Village Area. This document shall serve as a Master Plan for the Village Area and implements, and is consistent with, the General Plan. The General Plan references the Village Master Plan for details on development and implementation strategies within the Village Area to meet the goals and objectives of the General Plan for the Village Area.

This document also establishes a "Vision" for the ideal future character and development of the Village Area and sets forth an implementation strategy or "roadmap" for obtaining the goals identified for the area by:

- Providing guidance to property owners, merchants, and others interested in development or property improvements within the Village;
- Providing guidance to city staff members in interpreting planning and zoning requirements for properties within the Village;
- Providing the Planning Commission with principles, standards and design guidelines which may be applied to proposed improvements within the Village; and
- Providing a strategy for continuing to implement various programs/projects to assist in eliminating blight and revitalizing the Village Area.

This document is divided into three (3) general sections. Section 1 contains a brief history of the area, a vision for the Village, goals and objectives and instructions for using the manual. Section 2 consists of Chapters 2 through 8 which make up the designated land uses, development standards and Design Manual for the Village Area. This section also focuses on parking in the Village as well as the vehicle and pedestrian circulation. Section 3 contains the implementation measures for the Village Area; issues such as roles and responsibilities, public improvements and financing measures are addressed.

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Effective Date of Regulations

The policies, regulations, guidelines and procedures set forth within this Village Master Plan and Design Manual are effective within the boundaries of the Village Area only. These policies, regulations, guidelines and procedures are not applicable within the remainder of the City limits of the City of Carlsbad.

The Housing and Redevelopment Commission and the City Council originally approved the policies, regulations, guidelines and procedures set forth within this Village Master Plan and Design Manual on December 5, 1995. The policies, regulations, guidelines and procedures were effective after a 30 day notice period which was January 5, 1996, in all areas of the Village Area, except those areas of the Village which were also located in the Coastal Zone.

The California Coastal Commission approved and certified the document as of September 12, 1996. As a result of the Coastal Commission's approval and certification of the Village Master Plan and Design Manual, the policies, regulations, guidelines and procedures set forth within this document became fully effective in all areas of the Village, including those areas located within the Coastal Zone, as of September 12, 1996.

Fully effective date of the Village Master Plan and Design Manual:

For properties within the Village but outside the Coastal Zone: January 12, 1996

For properties within the Village and also within the Coastal Zone: September 15, 1996

Effective Date(s) of Amendments

The Housing and Redevelopment Commission and the City Council approved amendments to the policies, regulations, guidelines and procedures set forth within this Village Master Plan and Design Manual on November 20, 2007. The policies, regulations, guidelines and procedures were effective after a 30 day notice period which was December 20, 2007, in all areas of the Village Area, except those areas of the Village which are located in the Coastal Zone. The California Coastal Commission approved and certified the amended document as of November 12, 2009.

Pages within the document were renumbered as appropriate to accommodate the amendments. The document has been retyped, reformatted and reprinted, as necessary.

Fully effective date(s) of the amended Village Master Plan and Design Manual:

For properties within the Village but outside the Coastal Zone: December 20, 2007

For properties within the village and also within the Coastal Zone: November 12, 2009

On July 21, 2010, the effectiveness date for the Carlsbad Village Redevelopment Plan expired. Although various redevelopment activities continue according to existing contracts, agreements, covenants and restrictions, the Plan itself expired and revisions were required to the Village Master Plan and Design Manual and related policies as a consequence of expiration of the Redevelopment Plan. These revisions were approved by the Housing and Redevelopment Commission and City Council on June 23, 2009. The minor amendments were certified by the California Coastal Commission on November 5, 2009.

This document is divided into three (3) general sections:

Section 1: Introduction and Vision, Goals and Objectives – Chapter 1

Section 2: Land Use Development – Chapters 2-8

Section 3: Implementation Measures – Chapter 9

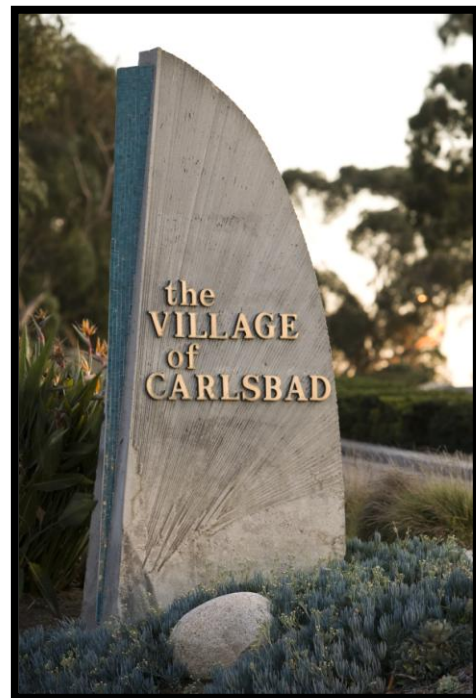
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INTRODUCTION – VILLAGE MASTER PLAN

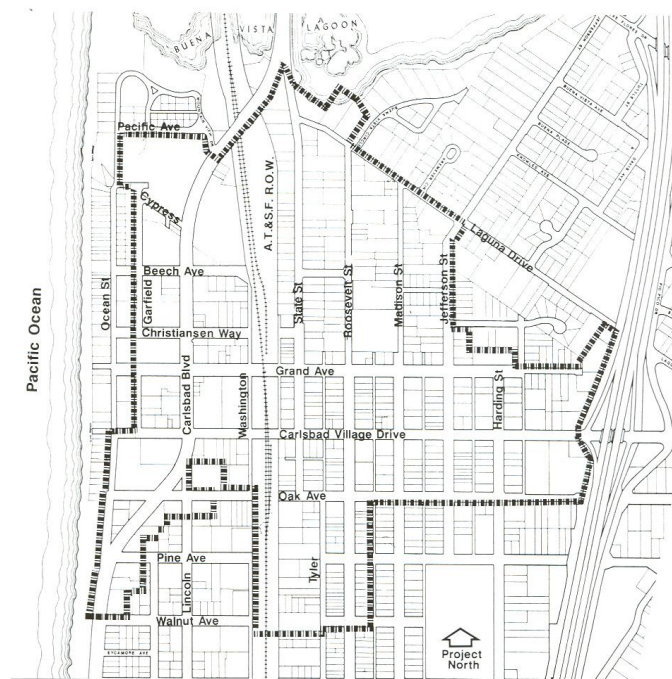


INTRODUCTION – VILLAGE MASTER PLAN

Chapter

1

CARLSBAD VILLAGE has a colorful history reaching at least back to the 1880's when the rail line linking San Diego and Los Angeles was constructed. In the mid-1880's an underground mineral water stream was tapped by John A. Frazier and the City was later named after the European spa city of Karlsbad, Bohemia in an effort to promote the fledgling city. The Village Area experienced early days of glory and the construction of large hotels and spas, but one hundred years later, by the 1980's, was beset by problems common to many older downtowns. Buildings were in many cases seriously dilapidated, competition from modern shopping centers had sucked away much of the area's commercial vitality and the small lot sizes and patterns made new construction to current city development standards difficult and in some cases impossible.



Carlsbad Village Area
Figure 1

In response to these problems, the Carlsbad Housing and Redevelopment Commission and City Council established the Village Area as a Redevelopment Project Area under California Redevelopment Law in 1981 (*Figure 1*). Using the powers granted by that law, the city proceeded to address blighted conditions within the village. Codes were enforced, some properties were acquired, public parking lots were established, overhead utilities were undergrounded, public improvements were constructed and a host of other actions were taken with highly visible results.

Although the Village Redevelopment Plan expired in July 2010, there remains a need to focus on the revitalization of the Village Area through special review and continuation of the land use and development regulations set forth

within the Village Master Plan and Design Manual. The uniqueness of the Village properties and related goals and objectives warrant continued special treatment of this Area. The Carlsbad Village Master Plan shall continue also to serve as the City's Local Coastal Plan under the California Coastal Act. A separate chapter of the City's Zoning Ordinance was prepared for the Village Area for both Special Review and Coastal Development Permits.

The boundaries of the Village Area are indicated within the above map (Figure 1). A legal description of the boundaries is set forth in Appendix A.

History

In 1986, a Carlsbad Redevelopment Area Economic, Circulation and Design Study was undertaken by a private consulting team to assess the progress which had been accomplished since 1981 and to set planning, design and implementation priorities for the immediate future. Those studies and the resulting public improvements served to reinforce the visions of the Village as outlined in the original Village Redevelopment Master Plan and Design Manual, which was updated in 1988.

After ten (10) years of effort in redeveloping the Village Area, the Carlsbad Redevelopment Agency decided it was time again to step back and look at the actions that had been taken to date to eliminate blight and economically enhance the downtown area. In 1992, the Agency initiated a comprehensive review/planning process to refine the vision for the downtown area, establish more appropriate land use requirements, define a supportive development scale and character, and develop a new strategy to further guide and coordinate public and private investment within the Village Redevelopment Area. The primary purpose of the comprehensive review was to establish a “vision” for what the Village would look like when the term of the Redevelopment Plan expires and then develop the “roadmap” for getting to the vision of the future downtown. It was very important for the Redevelopment Agency to take a look at “where it had been” and “where it was going.”

Extensive interviews with Carlsbad residents, business people, property owners, and community leaders were conducted and public workshops were held to assist in defining problems and the future role of the Village within the City of Carlsbad. Technical studies addressing land use, circulation, parking and future economic potentials were completed by the consultant team, led by the Cannon Design Group. To assist in providing further insight into the history and future vision for the Village Area and to provide community feedback, the City Council appointed an eleven member (with 2 alternatives) Master Plan Citizens Advisory Committee. The Committee consisted of: One Planning Commissioner; one Traffic Safety Commissioner; two Housing and Redevelopment Advisory Committee members; one representative of the Village Business Association; one Village business owner; one citizen-at-large; and one representative from each of the four quadrants. There were also two alternatives assigned to the Committee which generally served as full voting members related to the various actions taken by the Committee.

The Master Plan Advisory Committee held extensive public meetings to review and comment on the consultant team’s evaluation of current problems, recommended strategies and proposed land use, parking and design regulations. The Committee provided an excellent representation of interested parties throughout the city and was quite effective in identifying a “vision” for the Village Redevelopment Area and developing appropriate goals and objectives for future activities.

In July of 2010, the Redevelopment Plan for the Village Area expired. An assessment of redevelopment efforts indicates that there has been success from the programs implemented, and there is no longer substantial blight present within the area. However, continued focus and special treatment is warranted to ensure long term success of past and future development programs and/or projects. Based on a desire for a seamless transition of land use regulations and related actions to facilitate continued revitalization of

the Village following expiration of the Redevelopment Plan, a decision was made by the Carlsbad Housing and Redevelopment Commission and City Council in June 2009 to continue the use of the Carlsbad Village Master Plan and Design Manual, with some minor modifications, as the official land use regulatory and guiding design document for the Village Area.

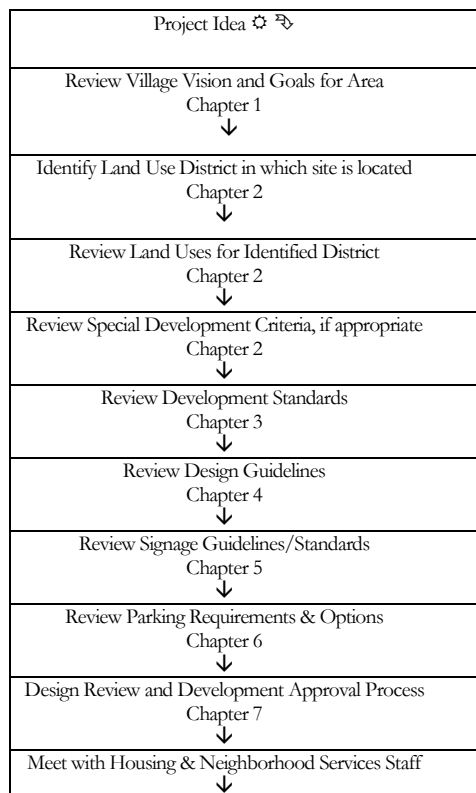
HOW TO USE THE VILLAGE MASTER PLAN AND DESIGN MANUAL

This flow chart is intended to assist persons in understanding the organization of this Village Master Plan and Design Manual.

In developing the Master Plan and Design Manual, the intent was to provide an easy to read document which progresses in a rational approach based on the order in which project applicants will need to resolve questions and issues as related to a proposed project or activity to be developed within the Village Area.

The Master Plan and Design Manual can be used for the purposes of determining the acceptability of a project and the regulations governing development in the Village. It is organized in a manner which allows a project applicant to move from the basic question regarding permitted/desired land uses to the more complex issues related to project design and the process to gain approval of the project by the city.

If at any time, a project applicant is in doubt about a project or is confused by the information provided within this Master Plan and Design Manual, he/she is encouraged to contact the City of Carlsbad's Housing & Neighborhood Services directly for clarification purposes. It is also always recommended that a project applicant meet directly with staff of Housing & Neighborhood Services before proceeding with the final submittal of a project application.



VILLAGE VISION

The **VISION** for the Village Area of Carlsbad is:

- ✓ The Village has a distinct visual identity that makes it unique and a memorable place with identifiable landmarks.
- ✓ The Village strives for excellence through high quality, well-designed private development and public improvements.
- ✓ The Village accommodates a wide range of land uses and also serves as a vibrant specialty retail center for the entire City of Carlsbad.
- ✓ The Village has a strong civic character and provides a place for people to come to be a part of important community events.
- ✓ The Village is a comfortable and safe place to work, shop, visit and live.
- ✓ The Village demonstrates a welcoming attitude and a spirit of cooperation to new businesses and developers who are interested in becoming a part of the downtown.



Village Goals and Objectives

The goals and objectives outlined within this section have been established to guide and direct development activities to help make the “vision” a reality.

GOAL 1: Establish Carlsbad Village as a quality shopping, working and living environment.

Objectives:

- 1.1 – Remove barriers to desired development from the Village.
- 1.2 – Retain and increase uses serving Carlsbad residents.
- 1.3 – Attract additional tourist-serving uses.
- 1.4 – Encourage uses which are complementary to the new rail station.
- 1.5 – Reinforce pedestrian retail continuity within the Village commercial areas.
- 1.6 – Limit commercial development in and adjacent to residential neighborhoods.
- 1.7 – Improve the condition and appearance of the current Village housing stock.
- 1.8 – Increase the number, quality, diversity and affordability of housing units within the Village.
- 1.9 – Provide a variety of commercial, tourism, and recreation activity, especially close to beach, in conjunction with special entertainment facilities, restaurants and other uses which will foster a village concept and not detrimentally impact residential usage.
- 1.10 – Establish the Village Centre area as the San Diego North County’s focus for specialty goods and services.

GOAL 2: Improve the Pedestrian and Vehicular Circulation in the Village Area.

Objectives:

- 2.1 – Minimize pedestrian/vehicular conflicts along major pedestrian walkways.
- 2.2 – Provide a stronger pedestrian linkage between Carlsbad Boulevard and State Street.
- 2.3 – Establish a quality pedestrian environment along North State Street.
- 2.4 – Improve access to North State Street.

GOAL 3: Stimulate Property Improvements and New Development in the Village.

Objectives:

- 3.1 – Establish and modify development standards as necessary and appropriate which recognize the unique small lot conditions within the Village.

- 3.2 – Establish and implement a parking program which allows off-site parking in public lots with payment of a fee.
- 3.3 – Increase the intensity of development within the Village.
- 3.4 – Encourage mixed use development projects in the Village.
- 3.5 – Provide greater certainty as to acceptable land uses and development intensities.
- 3.6 – Simplify the project application and review process.
- 3.7 – Stimulate and attract private investment.

GOAL 4: Improve the Physical Appearance of the Village Area.

- 4.1 – Reinforce the Village character with appropriate site planning, architectural design and signage guidelines and standards.
- 4.2 – Establish commercial buildings whose scale and character are compatible with Village residential neighborhoods.
- 4.3 – Minimize the land area required to accommodate additional parking in the Village, anticipating the need for structured parking.
- 4.4 – Create a sense of design unity and character with encouraging design diversity.
- 4.5 – Require design sensitivity to surrounding development within the area.

GOAL 5: Provide signage which is supportive of commercial vitality and a unique Village image.

- 5.1 – Reinforce the positive image of Carlsbad Village with appropriately designed and scaled signage.
- 5.2 – Use signage to establish a unique visual image for the Village.
- 5.3 – Encourage pedestrian-oriented signs.
- 5.4 – Ensure that signage is compatible with the architecture of each structure and its unique location.
- 5.5 – Encourage signs which reflect the special type or personality of each business.